

Deal Selection
Process

104

Transaction Execution
Process

106

Integration Planning
Process

108

Integration Execution
Process

110

Post-Integration
Assessment Process

FIG. 2

Applicant(s): Sven Schwerin-Wenzel, et al.

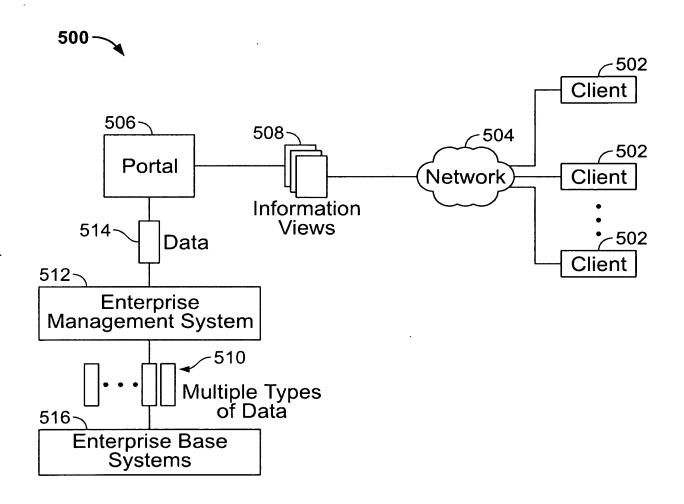
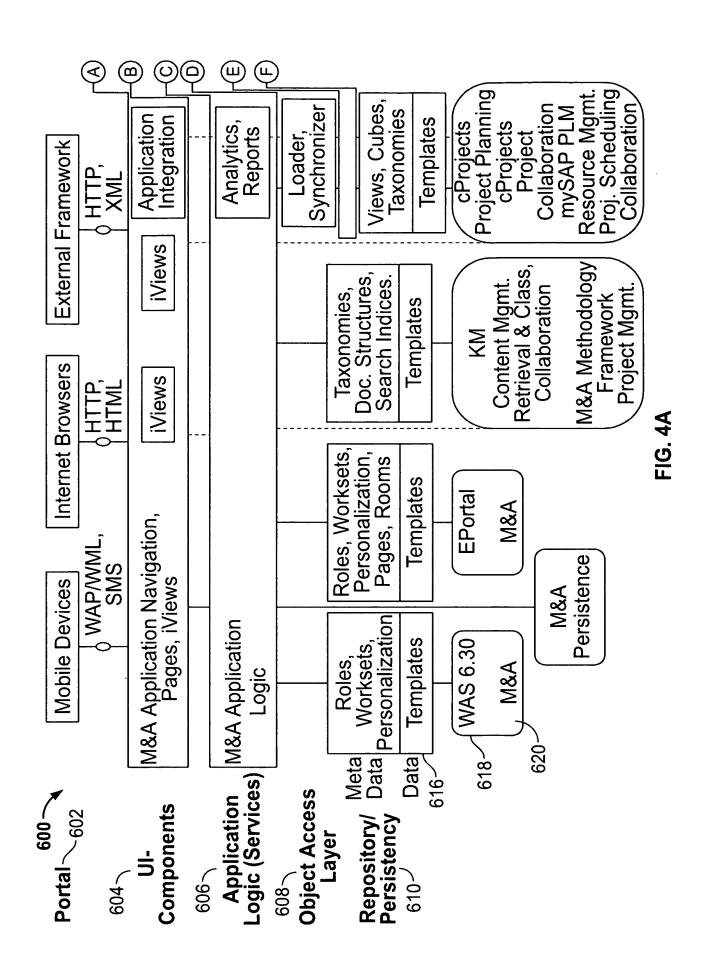
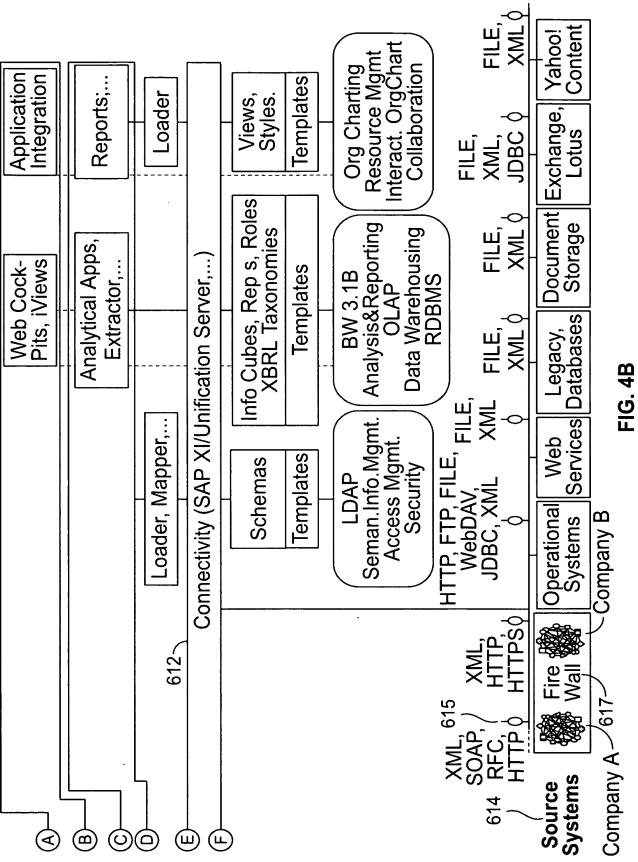
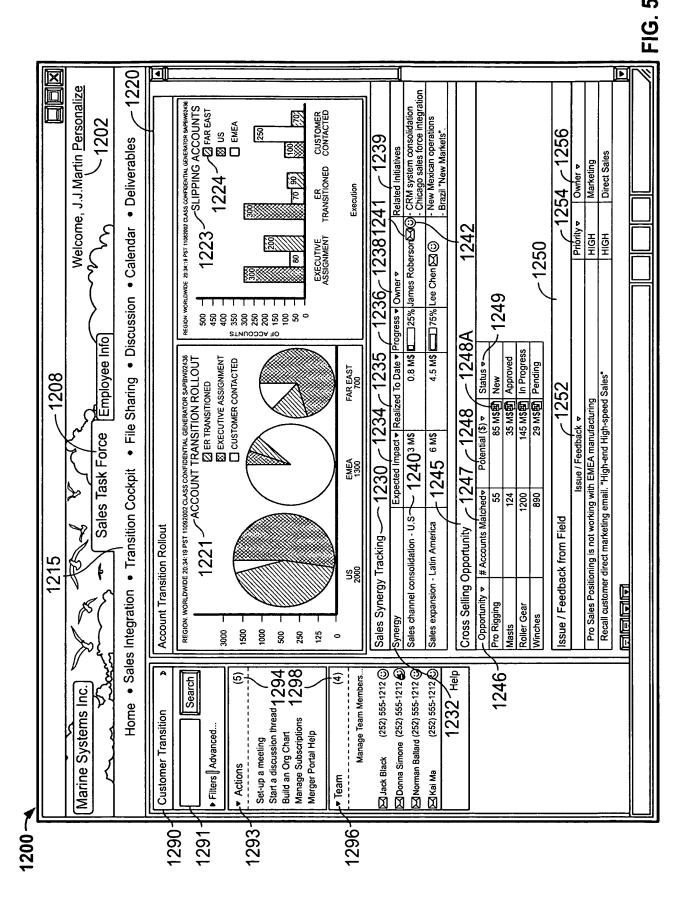


FIG. 3

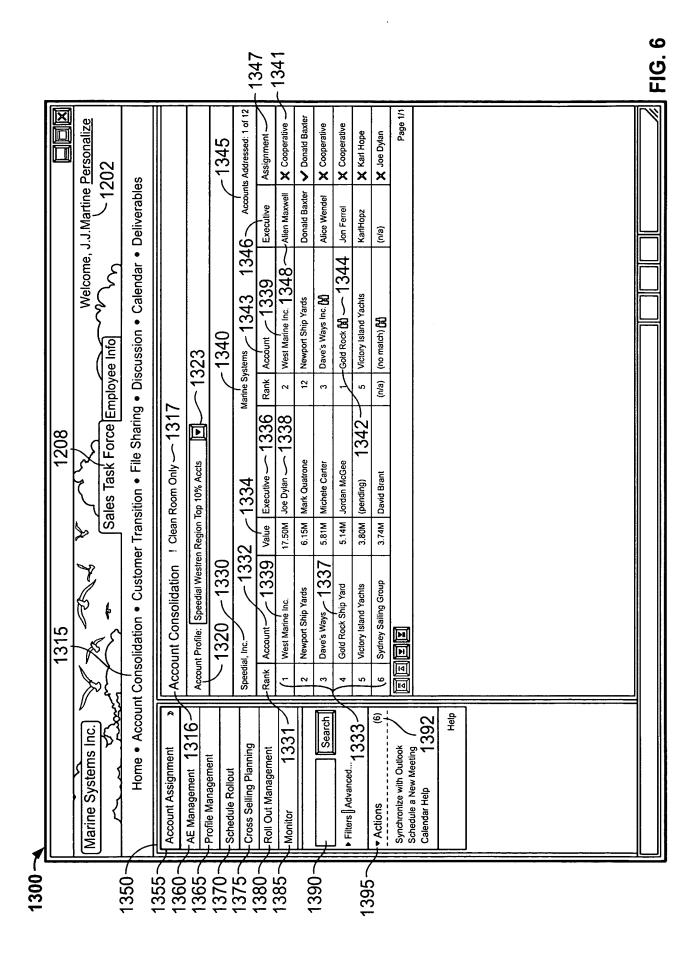




Applicant(s): Sven Schwerin-Wenzel, et al.

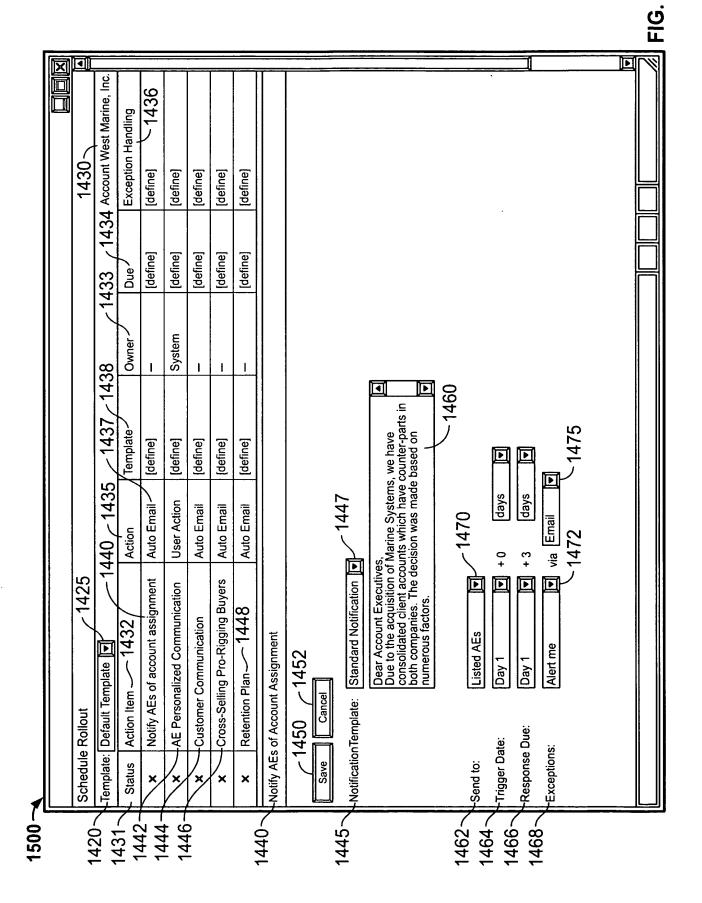


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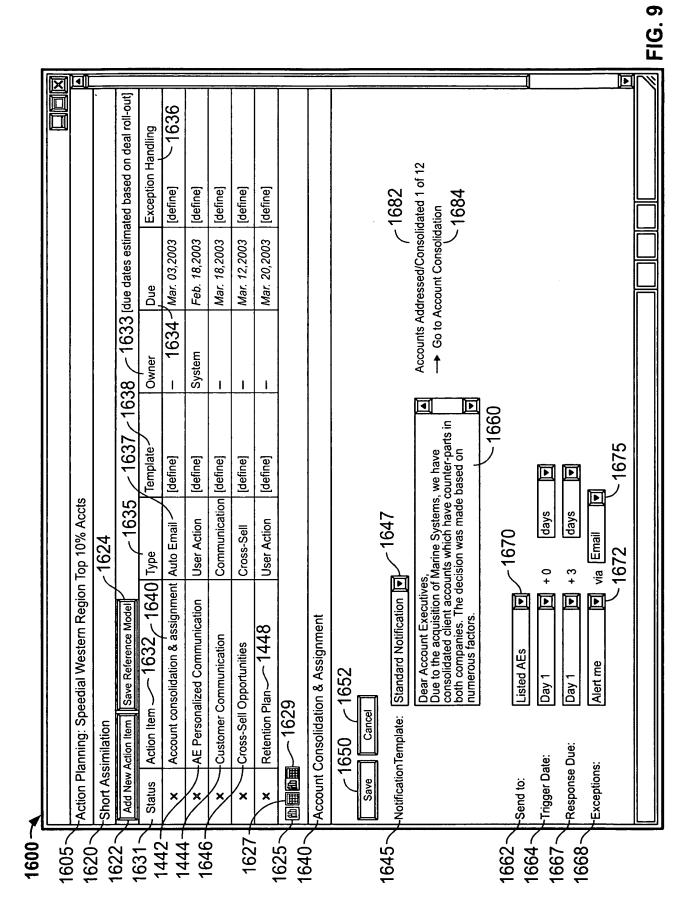


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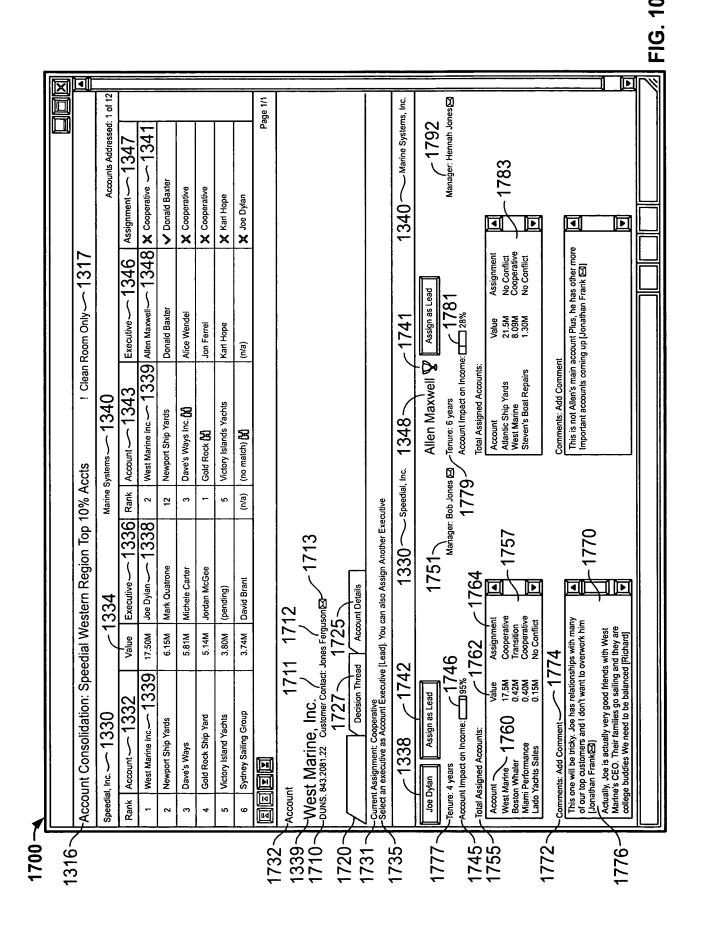
Applicant(s): Sven Schwerin-Wenzel, et al.

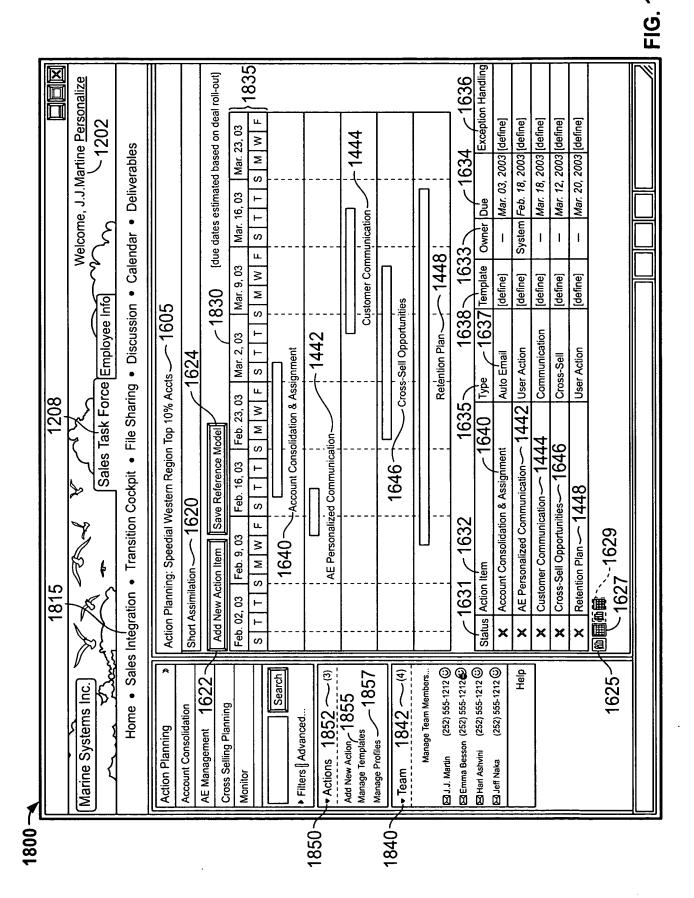


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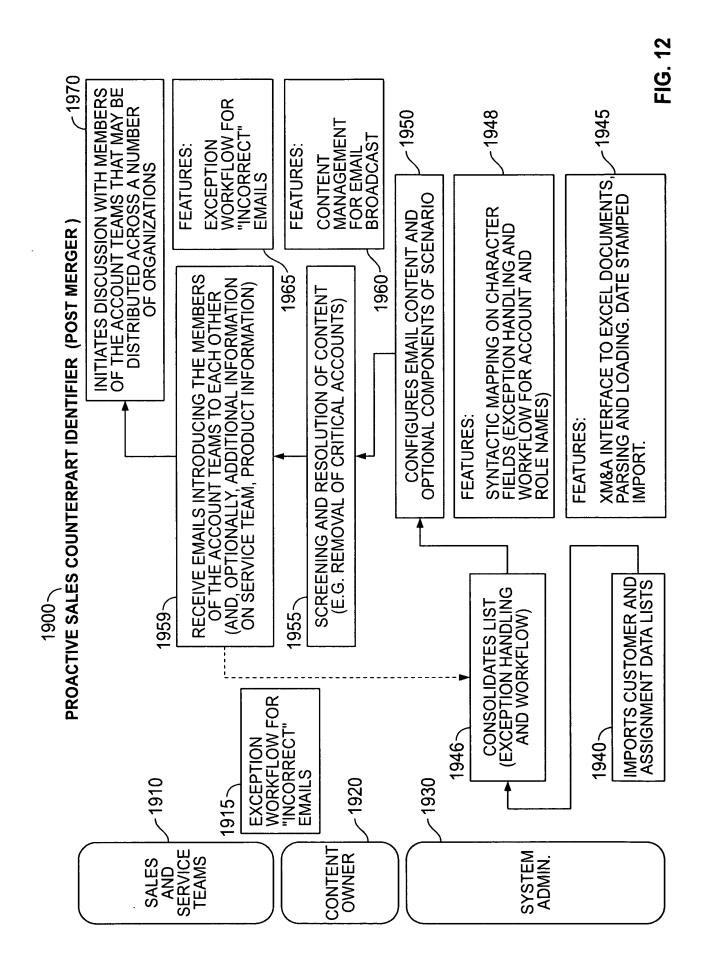


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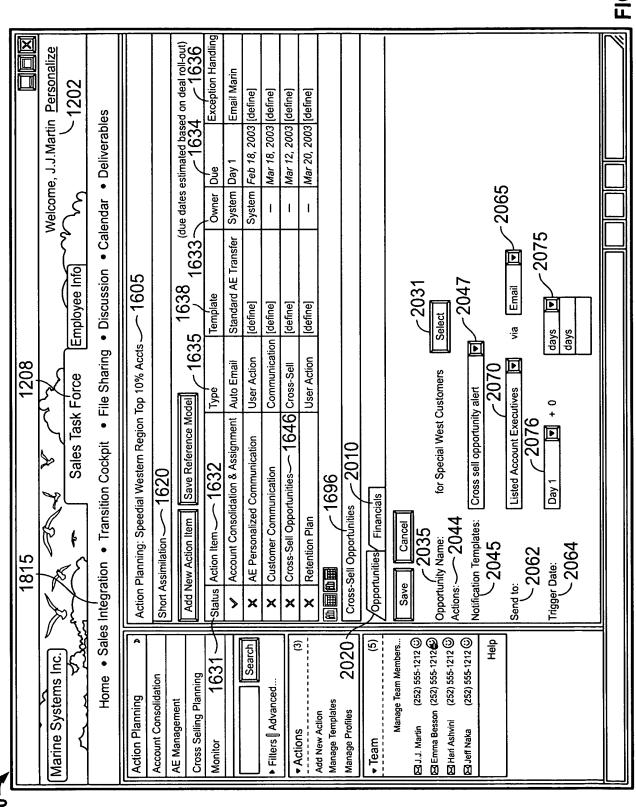




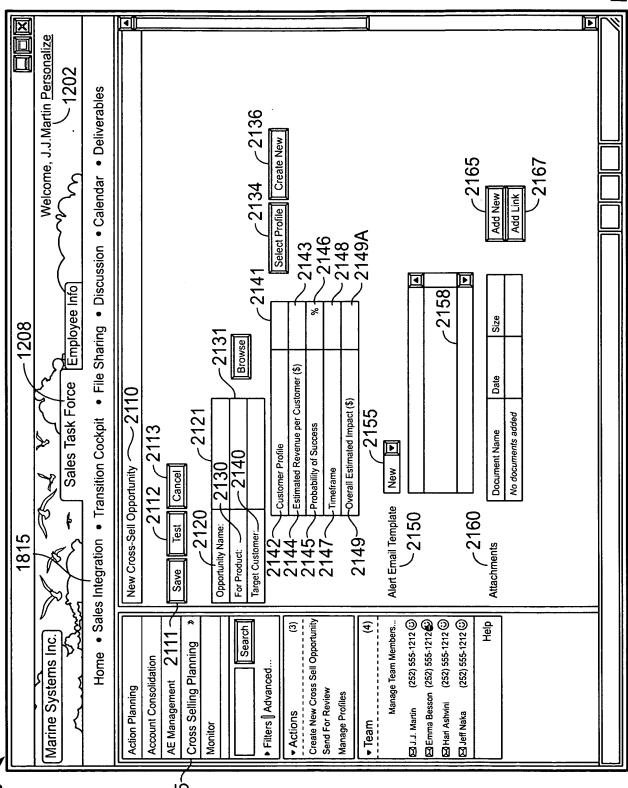
Applicant(s): Sven Schwerin-Wenzel, SALES MANAGEMENT



Applicant(s): Sven Schwerin-Wenzel, et al.

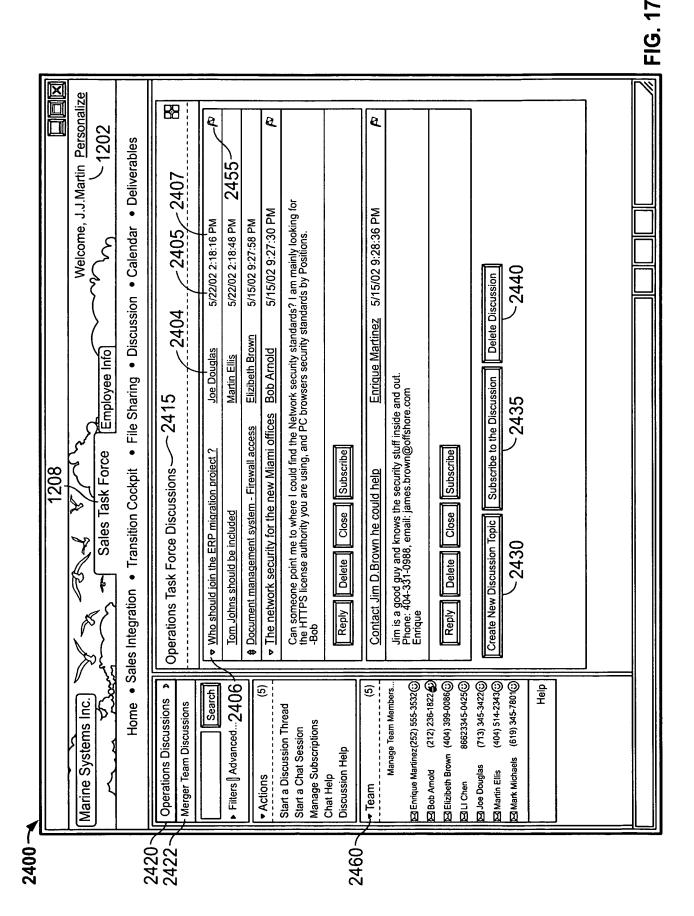


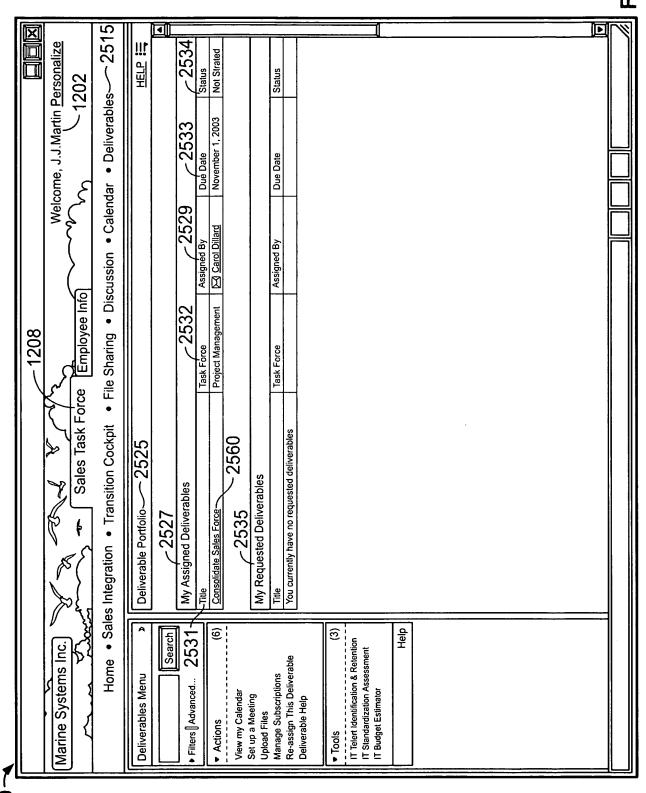
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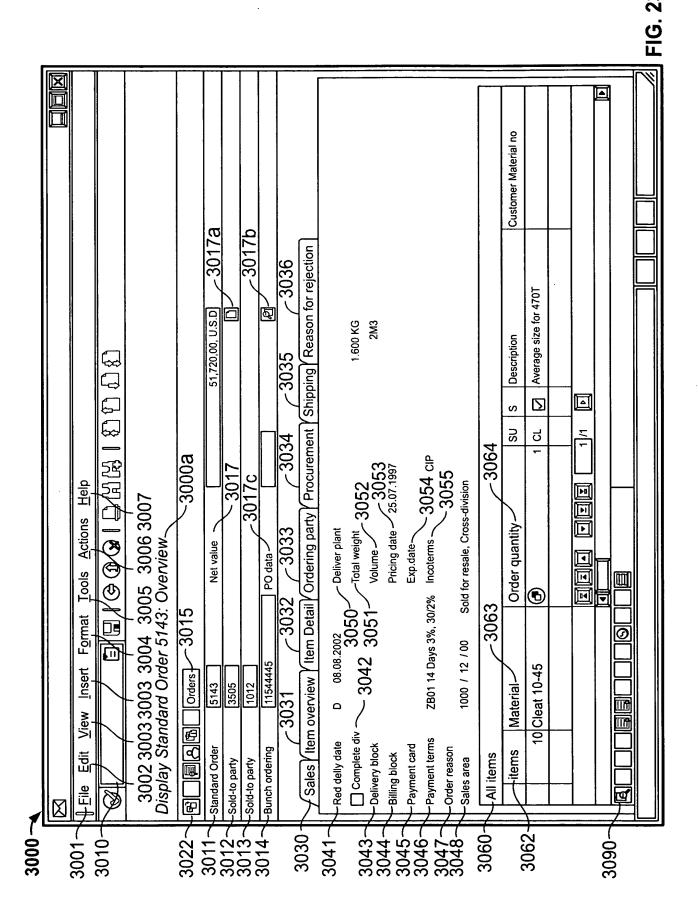


回 Welcome, J.J.Martin Personalize ~1202 Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables O Marine Systems Top 5% Accts —— **ZO40**Accounts include: West Marine, Dave's Ways, Gold Rock Ship Yard, Wind and Sun Sails, Inc., etc. © Special Western Region Top 10% Accts — 2642
Accounts Include: West Marine, Newport Ship Yards, Dave's Ways, Gold Rock Ship Yard, etc.
O Special Eastern Region Top 10% Accts — 2644 O Special Eastern Region Top 10% Accts — ZU++
Accounts Include: Mary's Village, Ship-A-Ton, East Bails Inc., American Ship Explorers, etc. Employee Info Please select the Reference Model and Profiles you want to plan on 1208 Sales Task Force -2630© Short Assimilation __________________________________O Custom-built Reference Model _____ O Project Colors — 2633 Account Profiles — 2640 Reference Model (Template) — Short Assimilation — -2652 Action Planning Create Plan 1815 (252) 555-1212 (🖂 Emma Besson (252) 555-1212 ይ (252) 555-1212 🔘 (252) 555-1212 🕲 분 ල 3 Manage Team Members. Search Marine Systems Inc. Cross Selling Planning Account Consolidation Action Planning Manage Templates Filters | Advanced AE Management Manage Profiles Add New Action Hari Ashvini 3J.J. Martin Jeff Naka Actions ▼ Team Monitor

Cross Selling Marine Systems Proline - Message (Rich Text)	図回
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母ン Reply 母ンReply to Ajj 母 Forward 書画 * 旧、メル・や・ [日。 From: J.J. Martin 1202 To: Joe Dylan 1172 Subject: Cross Selling Marine Systems Proline 1172	
Joe, Your accounts Boston Whaler, Miami Performance and Lido Yacht Sales are all ideal candidates to buy Marine System's Proline sailing Products.	4
The products included in this cross selling opportunity are 2400 series high-speed hand winches 2500 series high-speed self tailing hand winches Proline Composite Roller Blocks Proline Composite mast system Proline Kevlar Sails (product names are linked to associated documentation)	
All these products complement existing Speedial products and are excellent opportunities to extend sales. Please follow the below link to retrieve the sales strategy documents for this cross selling opportunity. Sales strategy proline.ppt 2730 If you have any questions regarding this of the merger, feel free to contact me Regards,	
1202 J.J. Martin 1202 VP. Sales Marine Systems Inc. T 252-555-3372 E 252-555-3565	
JJMartin@Marine_systems.com http://www.marine systems.com	

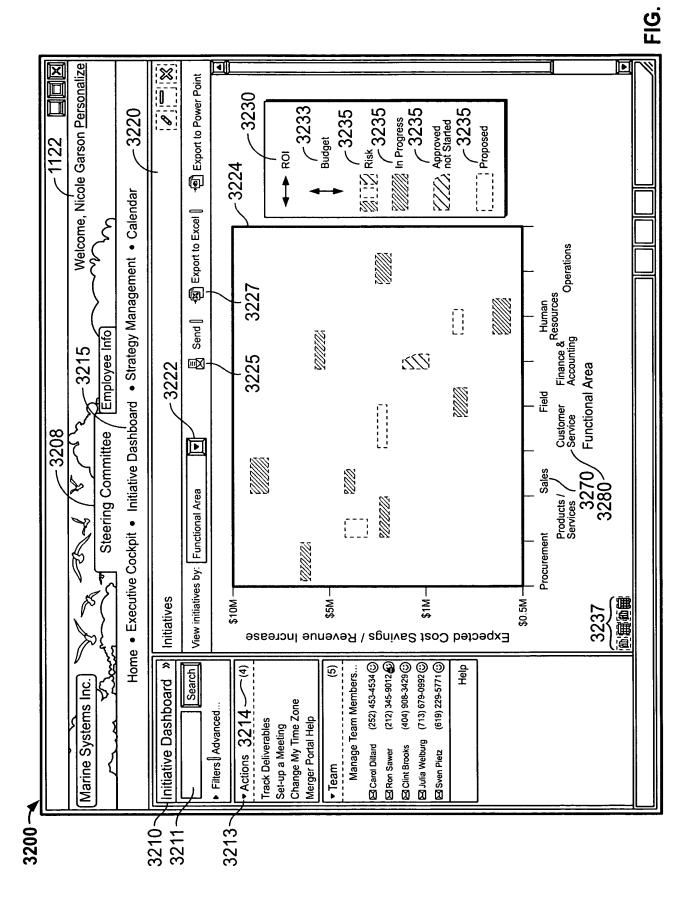
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SALES MANAGEMENT

FIG. 24 回 **PHILADELPHIA** -3113 Pennsytvania 3910130001 Æ Sales aréa data 阳卧 -3100c ShipsAreUS Address | Control data | Payment transactions | Marketing Actions Help Jurisdict. Code Display Customer: General Data — 3100a **(3**) -3125 **PHILADELPHIA** United State: Region Tools Company code data ~3100b 1 546 New Street PHILADELPHIA Format 312 657 8879 ShipsAreUS -3120-3100a 19145 Insert S 땀(જ) General data View -3115 Street/House number Street address Preview Search terms Postal Code/City Search term 1/2 뛾 Customer Telephone Country District Name E E Title 3100-3151~



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